

Community Affairs Commission Minutes June 18, 2020

STATE OF TEXAS

COUNTY OF TARRANT

CITY OF BEDFORD

The Community Affairs Commission of the City of Bedford, Texas, met in regular session at 5:30 pm via video conference call, Thursday, the 18th of June 2020 with the following members present:

Sal Caruso
Tracy Madewell
Terry Sullivan
Margaret Hall

Nichelle Dawkins
Josh Ulupano
Joshua Renken
Maritza Riley

Constituting a quorum.

Others Present:

Meg Jakubik – City Staff Representative
Amy Sabol – City Council Liaison (Arrived at 5:50 p.m.)

Absent:

Paola Mariscal
Kimela Ledbetter

CALL TO ORDER

Chairman Caruso called the meeting to order at 5:39 p.m.

OPENING REMARKS AND WELCOME

Chairman Caruso welcomed everyone to the online meeting. He also welcomed back Ms. Riley who was ill for several months and acknowledged the work of Ms. Ledbetter serving as an essential worker during the pandemic.

Additionally, Chairman Caruso announced changes to the Commission:

- Storm Finley resigned due to work obligations.
- Robert Gagliardi was elected to the City Council and can no longer serve on the Commission.
- With new members on City Council, liaisons have been reassigned and Councilwoman Amy Sabol is now the liaison.

APPROVAL OF MINUTES

1. Review/revise and approve minutes of the following Community Affairs Commission meetings:

a) February 20, 2020

Ms. Hall moved to approve the minutes. Mr. Renken seconded the motion. The commission passed it unanimously.

NEW BUSINESS

2. Discussion and possible action on electing a Vice Chairperson and appointing a Business Director.

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With Mr. Gagliardi becoming a City Council member, there is a need to elect a new Vice Chairperson. Chairman Caruso recommended Ms. Hall for the position. This recommendation was approved unanimously.

Mr. Gagliardi was also the Business Director and there is a need to replace the position as well. Chairman Caruso recommended Mr. Renken for the position. This recommendation was approved unanimously.

3. Discussion and possible action on a business assistance task force.

This item was discussed after item 5. Chairman Caruso stated that Mayor Boyter wanted the Commission to explore ways to assist the City to promote Bedford businesses. The commission tentatively has \$1400-\$1500 remaining in the budget, pending confirmation. Several ideas were discussed that will be considered further:

- a. Raffle for residents to spend a certain dollar amount (\$500) at Bedford Businesses. If residents can prove they spent the funds with receipts, they will be put in a drawing to win.
 - i. Ms. Jakubik stated there needs to be research as to if this is a permissible activity for the City and where funds would be available to pay for the raffle.
- b. Bring Facebook promotion of businesses to Nextdoor. There is a concentrated focus on Nextdoor so there is likely more attention there than Facebook.
 - i. Ms. Jakubik stated the challenge is that separate Departments manage the City's presence on Facebook versus Nextdoor and will need to see if coordination is possible. Additionally, engagement with residents would be limited on Nextdoor.
- c. Work with businesses to make print coupons available physically in strategic locations and possibly in the mail with water bill.
 - i. Ms. Jakubik stated that there is a cost associated with all print on water bills and it may not be cost effective to have another insert.
 - ii. Chairman Caruso has done some preliminary research on the coupon implementation and will solicit additional feedback from the Commission on how to implement idea.
- d. Have incentive like the raffle but residents would patronize business then follow up promoting on social media and review. This would be a lower threshold to spend than \$500.

Chairman Caruso asked Commission members to follow up on ideas so they could be solidified by July meeting.

4. Discussion and possible action to cancel the July Commission meeting.

Chairman Caruso stated that the July meeting is normally cancelled due to summer travel. However, given the pandemic and the commission not meeting for several months, he recommended to keep the meeting. The recommendation was approved unanimously.

5. Review and possible action regarding Subcommittee Director Reports:

a. Residential Outreach

Due to uncertainty with the pandemic, the commission agreed to cancel the fall residential outreach. However, Ms. Madewell suggested the City explore having an online meeting for residents. Ms. Jakubik stated she would explore what is possible in terms of online meeting resources.

b. Business Outreach

Business Outreach was discussed under the business assistance task force.

c. Block Party

Due to uncertainty with the pandemic, the commission agreed to cancel the fall block party.

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d. **Awards Program**

Due to uncertainty with the pandemic, the commission agreed to cancel the awards program for the year.

6. **Council Liaison Report**

Councilwoman Sabol introduced herself and provided her background of previous service on the Commission.

7. **Staff Liaison Report.**

Ms. Jakubik reported that the City has begun to reopen on a limited basis. Budgeting season has begun and staff is working with the Council to understand how to move forward amid the pandemic.

ADJOURNMENT

Ms. Madewell moved to adjourn the meeting. Mr. Ulupano seconded the motion. It was passed unanimously.

The meeting was adjourned at 7:13 p.m.

Sal Caruso, Chairman